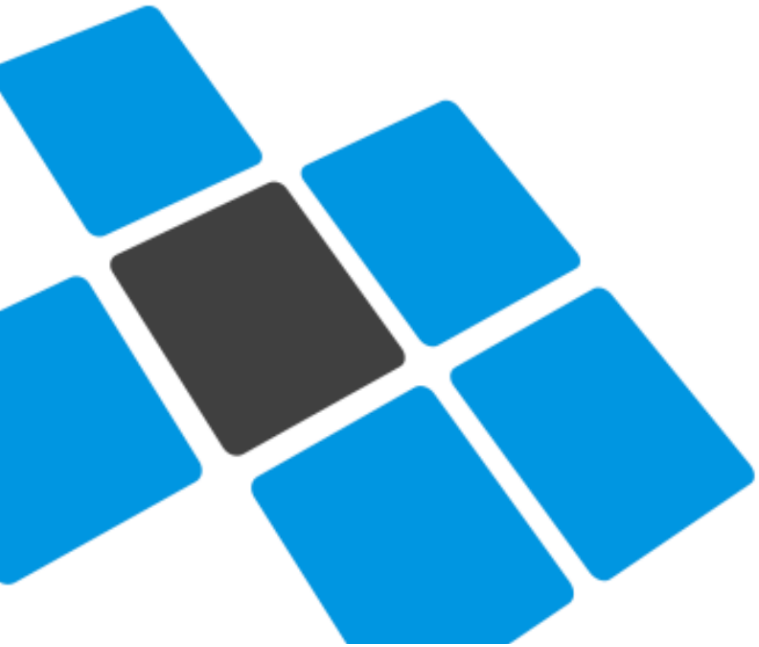
mild media
web | strategi | design

MÅNADSRAPPORT SEO

Skapad för
http://hälsokontrollstockholm.se

Apr 13, 2020



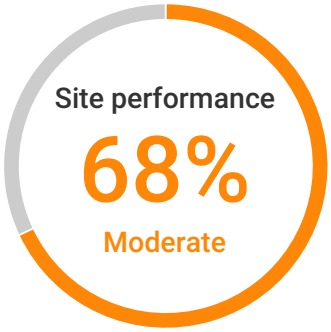
SEO issues found on your site for http://hälsokontrollstockholm.se

This report shows the SEO issues that, when solved, will improve your site rankings and increase traffic to your website.

7 errors

7 warnings

21 passed



KONTAKTA OSS FÖR ETT SAMTAL OM SEO

Best performers for your keywords in search results

Your site position on search engine result pages greatly influences your site traffic. The better the position, the more traffic your site may expect. The average site position is calculated for Bing.com (Sv) (Sweden),Google.se (Sv) - Sweden and Yahoo.com (Sv) (Sweden)

Best performers in your industry	Ranks highly for	Estimated traffic share
werlabs.se	hälsokontroll stockholm, hälsokontroll	32.5%
norvia.se	hälsokontroll stockholm, hälsokontroll	8.1%
varden.se	hälsokontroll stockholm, hälsokontroll	7.3%
hälsokontrollen.nu	hälsokontroll stockholm, hälsokontroll	7.3%
medisera.se	hälsokontroll stockholm, hälsokontroll	6.6%
hälsokontrollstockholm.se	hälsokontroll stockholm	6.6%
cityakuten.se	hälsokontroll stockholm	6.0%
stockholmmedicaloffice.com	hälsokontroll stockholm, hälsokontroll	3.9%
wallberghalsan.se	hälsokontroll stockholm	3.9%
capio.se	hälsokontroll	3.3%

Very good! You have the highest estimated traffic share with these keywords. Optimize your site with other keywords to reach a larger audience.

SEO issues found on your site for http://hälsokontrollstockholm.se (continued)

Popularity in social media

Each mention in social media makes your brand more recognizable and brings you targeted traffic. The social media performance of your home page is compared to those of the best performers in your industry.

Facebook likes, shares & comments

0

Facebook has more than 1.55 billion monthly active users. It is vital to be where your prospects are.

Pinterest

0

Pinterest is a photo & video sharing service that helps discover and save ideas and can generate major traffic due to 175 million monthly active users.

Social network	hälsokontrollstockholm.se	werlabs.se	varden.se	hälsokontrollen.nu
Facebook At least one competitor home page has a higher popularity than yours. Immediate site promotion in social media is required!	0	36,267	889	5
Pinterest At least one competitor home page has a higher popularity than yours. Immediate site promotion in social media is required!	0	0	0	0

SEO factors that influence site visibility on search engines

Search engines use hundreds of factors to decide what site better fits the needs of searchers. If your site has no site visibility issues, it will be ranked higher on the search engine result pages and get more targeted traffic.

Majestic Trust Level of the home page

0.27

Your home page appears to be low quality or even spammy, immediate actions should be taken!

This parameter shows if the home page is trustworthy. If it is less than or equal to 0.50, then this page is likely to be low quality or even spammy.

Pages indexed by Google

2

OK, all scanned pages are indexed by Google.

The Google index lists all the webpages that Google knows about. When Google visits your site, it detects new and modified pages and updates the Google index.

SEO issues found on your site for http://hälsokontrollstockholm.se (continued)

Number of links pointing to your site

56

A site with a small amount of backlinks is invisible for search engines.
This refers to the number of backlinks pointing to a website according to Majestic.

Keyword presence in important areas

2

keywords were not found in important page areas
If you want your site to be found, you should use keywords in the Title tag, Description tag, Body and H1 heading of a home page.

Domain Trust Flow

4

A value lower than 50 means that not enough links from trustworthy sites are pointing to your site. SEO actions should be taken.
The Majestic Domain Trust Flow score is a metric designed to decide how trustworthy a site is. If there are authoritative, trustworthy backlinks to a site, Domain Trust Flow will be higher.

Domain Citation Flow

15

A rank lower than 50 means that not enough backlinks are pointing to your domain.
The Majestic Citation Flow score is a metric that measures the Link Equity (or Link Juice) of a domain considering the links pointing to it. If there are more domains pointing to a site, the more influential it will be.

Google Analytics tracking code on site pages

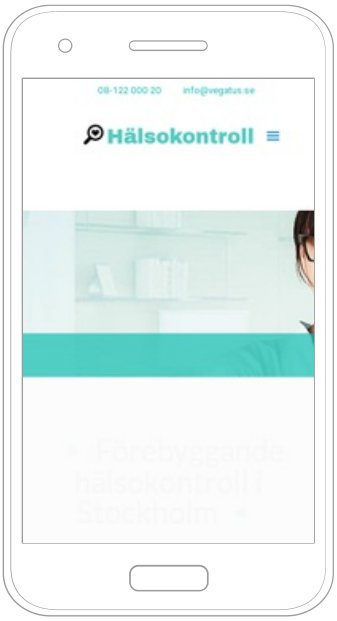
Not found, you should use a visitor tracking system to understand their likes and needs.
Google Analytics will help analyze the user behavior on your site and find landing pages and weak points where users leave your site.

SEO issues found on your site for http://hälsokontrollstockholm.se (continued)

Site usability issues

More and more searches today are performed on mobile devices. Your site should look perfect both on mobile and desktop devices and they should do well at converting visitors into customers. Search engines use page speed and a usability score to rank site pages.

Here is how your site looks on mobile devices.



Issues found on your site

The data below is shown for the home page only. Contact us to get a report for all pages

Mobile optimization

Mobile Friendly

More and more people use mobile devices and tablets for web surfing. Mobile optimization can increase sales, generate more traffic and boost customer engagement.

Page speed score (Desktop)

71 / 100

Some site code optimization should be performed to make your site load faster on PCs.

This shows whether or not your site pages load fast on PCs.

SEO issues found on your site for http://hälsokontrollstockholm.se (continued)

Page speed score (Mobile)

80 / 100

Some site code optimization should be performed to make your site load faster on mobile devices.
This shows if your site pages load quickly on mobile devices.

User experience score (Mobile)

81 / 100

Some site code optimization should be performed to make your site more friendly to mobile devices.
This measures how your site is usable on mobile devices.

Technical issues on your site

Technical issues found on your site may put off your prospect customers and signal search engines that the site has been neglected. Make sure your site is free of them.

"Page Not Found" issues

No issues found, keep it up!
This shows if your site has broken links that will lead your visitors to a page with a 404 error. "Page not found" issues reduce your site quality and may negatively impact your site visitors' experience.

Server issues

No issues found, keep it up!
This shows if there are site pages that could not be accessed because the server was too slow to respond.

Broken images

No issues found, keep it up!
This shows if there are red x's instead of images on your site pages.

Broken anchors

No issues found, keep it up!
Broken anchors make navigation on your site pages less convenient and user friendly.

SEO issues found on your site for http://hälsokontrollstockholm.se (continued)

Page access issues

No issues found, keep it up!
This shows if site pages with limited access (401, 403 errors) can be found by your users. These pages should not be accessible to your site visitors.

Slow response time pages

No issues found, keep it up!
This shows if there are pages that load slowly due to insufficient server response time.

The data above is shown for 2 scanned pages.

Site rankings in search engines

If your site is not found on the first page of the search engine results for key terms, then it doesn't exist for your prospect customers.

Keyword	Google.se (Sv) - Sweden	Yahoo.com (Sv) (Sweden)	Bing.com (Sv) (Sweden)
hälsokontroll	not in Top 10	not in Top 10	not in Top 10
hälsokontroll stockholm	not in Top 10		

Toxic links pointing to your site

27
toxic backlinks found

Low-quality (toxic) backlinks can have a negative impact on your site rankings or even provoke search engines to ban your pages, not rank certain keywords or remove the site from search results.

Contact us to get a full report for toxic backlinks

Compliance with Google requirements

If your site doesn't meet Google requirements, it may get lower positions on Google results pages and therefore receive less traffic.

Pages with a non-optimized TITLE tag

No issues found, keep it up!
This shows how many pages of your site either have no TITLE tag or have overly long or duplicate TITLE tags.

Pages with a non-optimized Description tag

No issues found, keep it up!
This shows how many pages of your site either have no Description tag or have too long or duplicate Description tags.

SEO issues found on your site for http://hälsokontrollstockholm.se (continued)

Pages with an excessive number of outbound links

No issues found, keep it up!
This shows how many pages of your site have too many links that point to other sites. This may be considered by search engines to be spam.

Pages with a non-optimized URL

No issues found, keep it up!
This shows how many page URLs of your site have an excessive number of dynamic parameters or specific characters that make it not understandable for visitors and search engines.

Pages with a non-optimized heading

No issues found, keep it up!
This shows how many pages of your site have either no H1 heading or more than one H1 heading on a page. Missing or excessive usage of H1 headings will decrease your rankings because search engines consider it to be optimal to have just one H1 heading, in order to determine a page's theme.

Pages with search engine unfriendly redirects

No issues found, keep it up!
This shows how many pages of your site have META Refresh or 302 redirects. Those redirects are search engine unfriendly and pass no link weight to the target pages.

Ease of access to your site for search engines

No issues found, keep it up!
The ease of access is defined by the presence of a sitemap (sitemap.xml or sitemap.xml.gz) and robots.txt in the root directory of website.

The data above is shown for 2 scanned pages.

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